

# **OFFICE FOR EDUCATION**

## **2011 WMBE GOAL and PLAN**

### **POLICY STATEMENT:**

Executive Order 2010-05 requires City of Seattle departments to increase contracting with, and purchasing from, women- and minority-owned businesses (WMBEs) by expanding outreach efforts, creating department awareness, ensuring opportunities, and establishing direct accountability. SMC 20.42.60 further establishes this responsibility and requires each department to submit an annual work plan.

### **DEPARTMENT OVERVIEW:**

The Office for Education's (OFE) role is to administer the Families and Education Levy and the Seattle Youth Violence Prevention Initiative programs.

OFE is submitting a separate 2011 WMBE plan from the Department of Neighborhoods (DON) because of its high profile programs noted above and also because of the Director's representation on the Mayor's Cabinet. OFE will coordinate with DON on WMBE tracking and statistical reporting as well as having membership on a DON WMBE representative team.

### **2011 Goals:**

<b>Category</b>	<b>2010 Usage</b>	<b>2011 Goal</b>
Consultant	73% vs. target of 77%	73%
Purchasing (Blanket Contracts, Purchase Contracts, Direct Vouchers)	84% vs. target of 44%	48%

OFE supports the City's strong commitment to end racial disparities in contracting and purchasing by providing WMBEs a fair way to compete for contracting and purchasing opportunities.

In setting the goal for Consulting, OFE factored that it had already achieved a high percentage. . Please note that our WMBE results are impacted by HSD's WMBE usage for certain Families & Education Levy and Seattle Youth Violence Prevention funded contracts. We will continue to work with HSD to ensure maximum City use of WMBE vendors.

### **Department Representative:**

DON will manage the WMBE activities through a team approach, which includes OFE. A DON WMBE Team has been created, consisting of the following key staff in finance, accounting, and purchasing and contracting:

- Grace Dygico – Lead
- Elenor Hense
- Nga Nguyen
- Jeanne Murphy
- Donnie Grabowski (OFE)
- Sue Rust (OFE)
- Melinda Bloom
- Sandy Pernitz

The DON WMBE Team will share the following responsibilities:

- Attend the monthly Contracting Equity Interdepartmental Team (IDT) meeting hosted by DEA, or its successor, and SOCR;
- Attend monthly Meet & Greet events sponsored by City Purchasing;
- Attend the City Annual Trade Show;
- Pursue appropriate department opportunities for sponsorship or membership with WMBE outreach associations;
- Attend various no-cost or low-cost WMBE outreach events;
- Serve as a department point-of-contact for interested WMBE firms; and
- Strategize, manage and/or implement our department initiatives.

The Team Lead will coordinate the sharing of these responsibilities.

#### **Department Training:**

The WMBE Team will coordinate staff training to increase awareness about WMBE goals and to provide them with tools and other resources. The Team will work with other departments such as DEA and SOCR to take advantage of no-fee WMBE training appropriate for managers and/or line staff employees.

The WMBE Team will strive to build awareness within DON about DON's WMBE commitment by sharing and promoting WMBE goals and accomplishments at DON staff meetings, Management Team staff meetings, and RSJ Change Team meetings.

Purchasing staff will be trained to use the InWeb WMBE Outreach Resources, particularly the Business and Blanket Vendor Contract Registration (VCR) Search, to search for WMBEs to obtain quotes.

#### **Outreach Plans and Events:**

To the extent possible, the WMBE Team will participate in events for greater participation and visibility within the WMBE community. Some of these events are:

Event	Description	Frequency of event
City of Seattle Tabor 100 Meet and Greet	Small businesses introduce and promote their businesses to buyers from City Departments	Three times annually
How to Do Business with the City of Seattle	Training how to bid for City goods and services; vendors are welcome to join	First Friday of each month
2011 Reverse Vendor Trade Show	Vendors will introduce themselves to City of Seattle Departments	Once a year

The DON WMBE Team will regularly check postings on the INWEB/DEA/Purchasing/WMBE Tools, determine if the events are relevant to DON's needs, and attend as necessary.

OFE will also reach out to potential WMBE vendors as contract and purchasing opportunities arise.

#### **Accountability:**

DON Accounting provides support for OFE and will track and provide quarterly reports on WMBE usage.

DON Accounting will analyze the reports for any missed opportunities for WMBE usage, or for purchasing and contracting categories that are failing.

DON Accounting will watch for vendors who qualify as WMBEs but have not registered with the City, encourage them to register, and provide any assistance and guidance they need in the registration process. DON will use DEA Purchasing and Contracting as our support system.

When DON becomes aware of a product or service not offered by the Blanket Vendor or Purchasing contract, DON will research the product or service and see if there are WMBEs available in order to

provide them with the opportunity to do business with us. DON will use solicitation lists, advertisements in publications directed to minority communities, targeted recruitment efforts, and services of available minority community organizations to perform outreach.

**Project-Specific Aspirational Opportunities:**

Currently OFE does not have any project-specific opportunities identified. In the event of programmatic changes made to the Families & Education Levy and the Seattle Youth Violence Prevention Initiative, OFE will recruit and consider WMBE vendors wherever possible.

**City Standards:**

DON Accounting will watch contracts for re-bid, encourage WMBE vendors to participate in bidding, and refer WMBE vendors to Purchasing and Contracting.

DON has instructed OFE to use WMBE vendors whenever possible for purchasing office supplies, catering, and other applicable commodities.

OFE has added an exhibit to all of its consultant contracts with instruction on how vendors can register with the City's Vendor and Contractor Registration System (VCR). OFE is proactive about following up with vendors to assist them with the registration process, if applicable.

OFE would like to see the City incorporate City credit card purchases so they will be factored into overall WMBE reporting. Currently this is not possible.

OFE provides funding to HSD for certain Families & Education Levy and Seattle Youth Violence Prevention Initiative programs. The arrangement OFE has with HSD is that they directly encumber certain funds and therefore their usage of WMBE vendors directly affects our overall WMBE goals. Because of this, OFE has been in communication with HSD program and contracting staff about ensuring maximum WMBE consideration and utilization.